Previous Brand Among Capri Smokers
(8 Weeks After Introduction)

	Total
N = Capri Smokers	12
	#
Virginia Slims	4
Lights Menthol-Box	2
Lights 120's-Box	1
Lights 120's Menthol-Box	1
Benson & Hedges 100's	2
Lights Menthol Soft	1
DUL Menthol Box	1
Marlboro Lights 100's SOFT/Box	1
Barclay 100's Menthol SOFT	1
Eve Lights 120's Menthol Box	1
Salem Slim Lights 100's Box	1
Winston Lights 100's Box/Soft	1
No Previous Brand	1

Table 3

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Source: https://www.industrydocuments.ucsf.edu/docs/kpjj0004